

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Brunson Instrument Company

Missouri Enterprise

Eureka! Winning Ways Project Puts New Products Into Company's Pipeline

Client Profile:

Brunson Instrument Company, located in Kansas City, Missouri specializes in industrial measurement. The 80-year old company helps solve measurement problems for manufacturers of large machines, including aircraft, paper mills, satellites, ships, machine tools and particle accelerators. Brunson's portable, high precision, large-scale, 3-dimensional measurement and alignment products are required to measure very large objects within thousandths of an inch. The company employs 36 people.

Situation:

Brunson implemented some Lean enterprise tools and techniques and found that they had some unused manufacturing capacity. The company was without a large, organized research and development function to continually develop new products to their line. They contacted the Missouri Enterprise, a NIST MEP network affiliate, for assistance.

Solution:

Missouri Enterprise worked with Brunson to gain a very thorough knowledge of the company including its strengths and weaknesses. Knowing that the company had excess manufacturing capacity, Missouri Enterprise suggested Brunson as the subject of a pilot program for the new Eureka! Winning Ways program. Missouri Enterprise and Doug Hall, founder of Eureka! Ranch, conducted an in-depth ideation session that walked Brunson through a disciplined process to systematically develop new ideas and identify those with the highest probability of market success. The session, well received by all participants, generated 87 very practical ideas for new products or improvements to existing ones. Three of these ideas are now in the pipeline and are expected to generate more than \$750,000 in new sales.

Results:

- * Generated 3 new product ideas.
- * Anticipated \$750,000 in new sales.

Testimonial:

"Missouri Enterprise has been helping Brunson Instrument for the last three years with our ISO certification and lean manufacturing. We have been able to move from saying we wanted more business, but struggling with long lead times and poor delivery performance to reducing lead times, delivering on time and creating excess capacity. Missouri Enterprise has once again become an integral part of our organization by bring us the Winning Ways program to assist with not only how to sell our additional capacity, but also how to continue to keep us viable in the marketplace with innovative ideas and products."

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Robert Powell, Vice President and Chief Financial Officer